

TOWN CENTRE AUDIT AND DESIGN STRATEGY

IMPLEMENTATION TIMETABLE

Project	12 months	1-2 years	3-5 years
Project 1	<p>Continue to market the Market Town Graphic Identity : further develop brand for Chorley Markets, to support marketing</p> <p>Resource: ALREADY UNDERWAY Economic Development Communications Funding: Mainstream Sponsorship</p>	<p>Prepare Market Town Design Guide to coordinate approach to shopfront design / graphic style / colour / street materials etc</p> <p>Resource: Regeneration and Urban Design Funding: Mainstream</p>	<p>Speciality Markets : improve new places such as Fazakerley Street</p> <p>Resource: Regeneration and Urban Design, Economic Development, Lancashire County Co. Funding: Mainstream £175,000</p>
Project 2	<p>Improve the Cultural Offer: continue to develop and implement the cultural strategy Increase frequency of events (eg food festivals / events)</p> <p>Resource: ALREADY UNDERWAY Arts Development Officer, Economic Development Communications Funding: Mainstream, Revenue, Sponsorship</p>	<p>Lighting : develop lighting scheme to improve lighting along key pedestrian routes, highlight town features such as St Mary's Arch, and celebrate festivals eg Christmas.</p> <p>Resource: ALREADY PART UNDERWAY Regeneration and Urban Design, Economic Development, Streetscene Funding: Mainstream, Plus £3,000 per feature</p>	<p>Commission feasibility study and implement scheme to green Chorley - Shepherds Way. Develop planting project to link Market Street with Astley Park Gates/The Chor Streetscene</p> <p>Resource: Regeneration and Urban Design, Landscape Architects, Lancashire CC Funding: Capital Programme Bid, External Private Sector Levy, £500,000</p>
Project 3	<p>Commission Market Street feasibility study examining engineering constraints / options for improvement including footpath widening, tree-planting and increasing short term parking possibilities</p> <p>Resource: Town Centre Parking Strategy Already prepared. Landscape Projects Consultants, Regen and UD, Lancashire CC, Economic Development, Streetscene Funding: £125,000 Capital Programme</p>	<p>Implement Market Street Improvement Scheme including tree planting, footway widening and increasing short term parking possibilities</p> <p>Resource: Regen and UD, Lancashire CC, Economic Development, Streetscene Funding: £1025000 Capital Programme, external funding, Private Levy, NWDA bid £1.5m</p>	<p>Public Art : new commissions/competitions to bring identity and distinctiveness including roundabouts artwork.</p> <p>Resource: Arts Development Officer, Regeneration and Urban Design, Lancashire County Council, Streetscene Funding: Public Partnership External Funding £100,000</p>
Project 4	<p>Flat Iron : Commission Design Study to enhance the Flat Iron and allow it to become a multifunctional market/car park/civic space linked to Market Walk Phase 2 plans</p> <p>Resource: AS PER MARKET STREET PROJECT 3 Landscape Projects Consultants, Regen and UD, Lancashire CC, Economic Development, Streetscene Funding: £125,000 Capital Programme</p>	<p>Implement 'interim' measures to enhance Flat Iron Market.</p> <p>Resource: Landscape Projects Consultants, Regen and UD, Lancashire CC, Economic Development, Streetscene Funding: Capital Programme Bid / private sector levy</p>	<p>Implement scheme to enhance the Flat Iron and allow it to become a multifunctional market/car park/civic space linked to Market Walk Phase 2 plans</p> <p>Resource: Economic Development Regeneration and Urban Design Funding: Capital Programme Bid / private sector levy £300,000</p>

Project 5	<p>QS Fashions site : mixed use development as anchor at southern entrance to town, at end of Market Street</p> <p>Resource: Business Directorate Funding: Private/public sector partnership</p>	<p>St Thomas's St : encourage development on gap sites</p> <p>Resource: Business Directorate Funding: Private/public sector partnership</p>	<p>Biodiversity and wildlife : plant native species of plants to encourage wildlife in the town centre</p> <p>Resource: Partly covered under other tree planting projects. Streetscene, Landscape architect Regeneration and Urban Design, Lancashire County Council Funding: Mainstream, Climate Change Budget Private Sector Levy, Capital Programme Bid £20,000</p>
Project 6	<p>Gillibrand Street: mixed use residential / retail / office development</p> <p>Resource: Business Directorate Funding: Private/public sector partnership</p>	<p>Pedestrian Environment : declutter streets, remove barriers to walking throughout the town. Introduce places for restful sitting and toddlers play, close to town centre</p> <p>Resource: Regeneration and Urban Design Streetscene, Lancashire County Council Funding: Part capital programme Mainstream</p>	
Project 7	<p>Continue to promote initiatives for new start-ups, stalls, cultural and business opportunities</p> <p>Resource: ALREADY UNDERWAY, Economic Development Funding: Mainstream external funding, Private sponsorship</p>		
Project 8	<p>Market Walk Development Opportunity: Prime mixed use retail development.</p> <p>Resource: Corporate Team Funding: Private/public sector partnership</p>	<p>Promote infill development and encourage refurbishment of empty flats over shops.</p> <p>Resource: Business Directorate Funding: Private/public sector partnership</p>	<p>Improve links across Shepherds Way; improve the underpasses under the railway and pedestrian crossings.</p> <p>Resource: Regeneration and Urban Design, Lancashire County Council Funding: Capital Programme Bid, Private sector levy</p>
Project 9	<p>Townscape Heritage Initiative explore feasibility of THI bid</p> <p>Resource: Regeneration and Urban Design Funding: Mainstream</p>		

Project 10	<p>Chorley Covered Market : Deliver Capital Improvements project</p> <p>Resource: ALREADY UNDERWAY, Economic Development Regeneration and Urban Design</p> <p>Funding: Capital Programme £250,000</p>		
Project 11	<p>Improve Union Street frontage / fencing / railings/ landscaping</p> <p>Resource: Regeneration and Urban Design, Landscape Projects</p> <p>Funding: Capital Programme</p>		
Project 12	<p>Prepare and implement coordinated Signage Scheme from the motorway and trunk roads to Chorley Town Centre</p> <p>Resource: Regeneration and Urban Design, Landscape Projects</p> <p>Funding: Capital Programme</p>	<p>Continue to implement coordinated Signage Scheme for pedestrians from public transport networks/car parks etc into the town centre including Brown Signs, “heads-up” maps and signs, finger posts and street nameplates.</p> <p>Resource: Regeneration and Urban Design, Landscape Projects</p> <p>Funding: Capital Programme</p>	
Project 13	<p>Enhance car parks to the South of the Town Centre.</p> <p>Resource: Regeneration and Urban Design, Streetscene, Landscape Projects</p> <p>Funding: Capital Programme</p>		<p>Enhance and integrate all town centre car parks and their access routes into the greenspace network.</p> <p>Resource: Regeneration and Urban Design, Streetscene, Landscape Projects</p> <p>Funding: Capital Programme</p>
Project 14	<p>Placecheck : hold regular (at least once a year) community events, involving schools and interest groups.</p> <p>Resource: Landscape Projects</p> <p>Funding: Capital Programme</p>		
Project 15	<p>Partnership : continue to develop town centre partnerships</p> <p>Resource: ALREADY UNDERWAY, Economic Development and Policy</p> <p>Funding: Mainstream, Sponsorship (eg refreshments)</p>		

Project 16	<p>Introduce pedestrian crossing on St Thomas' Road and improve setting to Town Hall by creating an enlarged public realm.</p> <p>Resource: Lancashire County Council, Neighbourhoods, Regeneration and Urban Design</p> <p>Funding: Lancashire County Council – Lancashire local schemes approval, Capital Programme Bid (shortfall)</p>		
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